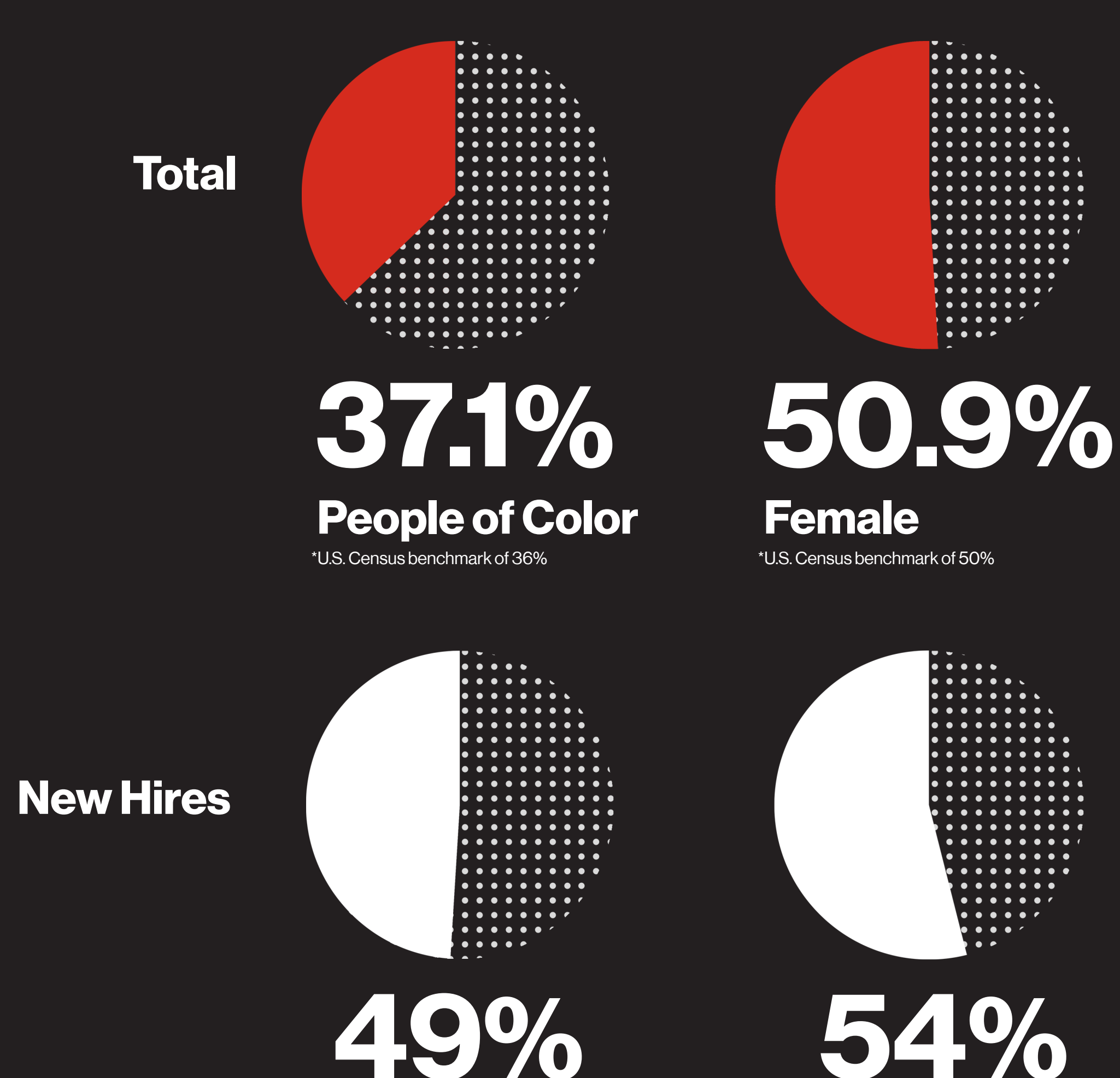


Responsible Marketing Action Plan

A DE&I commitment grounded in accountability, in partnership with IPG, Publicis, WPP, evolving the marketing ecosystem from representation to economic impact inside and outside Verizon.

1 Increase diversity and equity across the creative supply chain.

Q4 2020 Representation Data Verizon marketing and agencies



Committed to increased spending in diverse owned production companies.

30% Video
Experiential
Print

- Increased spend with Black-owned media companies.
- Launch a series of Multicultural Publisher Summits, with the first event, in May, focused on Black-owned and operated media companies in partnership with Allen Media Group.

2 Build an inclusive work environment and retain diverse talent.

ad disruptors

- 6 month program tackling mid-level agency retention of diverse talent and offering 1:1 mentoring.
- All disruptors are nominated by the CEOs of their agencies for leadership potential.

ad fellows

- 8 month program tackling entry-level diverse talent
- 18 agencies and 5 brand partners
- 95% retention rate



3 Fight racism, bias and stereotypes in advertising, content and media.



Tools to strengthen accountability

Diversity Inclusion Equality Measure - a unique Verizon tool tracking the representation of race, gender, ethnicity, identity.

Gender Equality Measure (GEM) - utilizing industry tool to track accurate gender representation.

#SeeHer training and bootcamps to ensure females are accurately represented in content creation.



Training

Mandatory content bias training that every person on Verizon marketing and agency teams must take to help identify bias throughout the creative process from research to production.



Inclusive Work Panel

Create a process with agency leads that pressure test the work before release.

Formation of panels is made up of a diverse group of agency leadership to serve as an advisory council.

Agencies are required to report on the diversity of their teams supporting Verizon.

4 Develop responsible content policies

Strengthen our marketing policies on

harassment
hate speech
privacy
misinformation

- Brand safety is about accountability and transparency.
- Invest in partners who share our DEI values.